



## EXCELLENCE IN BUSINESS (20+)

### Pacific Smiles Group

Pacific Smiles Group develops and operates Dental Centres that deliver outstanding quality, value and benefits to patients and practitioners.

The company was founded in 2003 in the Hunter with three centres, and now operates a network of 28 Pacific Smiles Dental branded centres, and a further six nib Dental Care Centres, conducted under a long term branding and relationship agreement with nib Health Funds.

The group is headquartered in the Hunter with 34 Dental Centres across many states, providing accessible and affordable dentistry focused on customer service and patient care. Six of the Dental Centres are branded as nib Dental Care Centres in a network stretching from Hunter Street, Newcastle to Collins Street in Melbourne. This network will soon be expanded to seven with an additional Centre in Sydney.

The evolution of a modern, customer-



NSW Minerals Council Director of Communications, Scott Keenan, with Pacific Smiles Group Managing Director and CEO, John Gibbs.

centric network of quality Dental Care Centres is a case-study in successful collaboration between two organizations with unique skills and a common vision.

The judges commented on the collaboration and its success in growing customer bases and customer satisfaction. They said Pacific Smiles had developed a structure that allows dentists to focus on their clinical dentistry, having more time with their patients, while the management of

the dental centres was delegated to experienced Centre Managers.

This represents a successful alliance that has coupled with innovative approaches in the industry to grow and sustain the organisation.

The NSW Minerals Council proudly partnered with the Hunter Business Chamber in making this award possible and was presented by Director of Communications, Scott Keenan.

**NSW MINING**

## Mining beefs up Wagyu farming in the Hunter.

Cattle farmer Trevor Petith is breeding A1 Wagyu Angus beef right next door to BHP Billiton's Mt Arthur Coal and exporting it to our best restaurants. It's another prime example of how miners and farmers are able to work together. To learn more go to [worldclassminers.com.au](http://worldclassminers.com.au)